



Communications from your Executive

Each One Reach One Membership Campaign

A case study of goal setting

Four Success Factors

The EORO membership campaign resulted in a whopping 204% increase in new IAAP members over the goal. This campaign was inspired and guided by Gary Latham, IAAP Div 1 past president, who with Edwin Locke, is a pioneer of goal-setting theory. Here we highlight four of the campaign's success factors:*

1. Create a SMART goal
2. Gain buy-in
3. Track visually
4. Reinforce the goal

1 Create a SMART Goal

SMART goals exceed do your best goals

The EORO goal was SMART:

S pecific	Grow IAAP membership
M easurable	Increase members by 101
A chievable	Each member recruits one member
R elevant	Celebrate 101 years of IAAP
T ime-bound	Start and end in 101 days

2 Gain Buy-In

People support what they help create

The EORO campaign was a collaborative effort.

- It began when the Division 1 WOP officers designed the campaign and then...
- shared it with the IAAP leaders, who built upon the idea, and they...
- invited all IAAP presidents to participate and then we all...
- reached out to members like you to play!

3 Track Visually

Create forward momentum

We visually tracked progress on the IAAP website with appealing graphics showing the number of new members across IAAP and growth by continent.

4 Reinforce the Goal

Celebrate progress and learn from mistakes

- Participating members received an IAAP Centennial pin.
- New members received an additional half year by signing up during the campaign.
- We learned a lot to help us improve next time!
- We all won by gaining 207 new members and exceeding our goal by 204%!!!

We look forward to hearing about your progress in 2022!

*The four success factors outlined in this newsletter are not intended to represent a how-to guide for goal setting. Please see the following article for a useful resource on goal-setting: Locke, Edwin A. (2021, October 1). *Guidelines for Effective Goal Setting in Organizations*. American Management Association. <https://www.amanet.org/articles/guidelines-for-effective-goal-setting-in-organizations/>



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IAAP
8365 Keystone Parkway Ste 107
Indianapolis, IN 46204
United States of America
operationscenter@iaapsy.org

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